AMENDMENTS TO THE CLAIMS

Please add Claims 31-33, as indicated below.

Please amend Claims 1-3, 5-18, 20-25, and 30 as indicated below.

A complete listing of all claims is presented below with insertions underlined (e.g., insertion), and deletions struckthrough or in double brackets (e.g., ~~deletion~~ or [[deletion]]):

1.   (Currently Amended)   A method of presenting content to a user at a user location, the content transmitted to the user location from a source of contents, the method comprising:

creating a user profile based upon a plurality of inputs by a user, the user profile representing preference characteristics of the user;

maintaining the user profile at the user location ~~such that the user profile is inaccessible by the source of contents~~;

receiving at the user location a set of parameters defined for at least one content, the set of parameters defining target groups of users to whom the at least one content is likely to be of interest, the set of parameters originating from the source of contents;

correlating the user profile with the set of parameters at the user location to determine a number of matches between~~whether~~ parameters in the set of parameters and~~match~~ preference characteristics in the user profile; and

transmitting a match signal~~reporting a match~~ from the user location to the source of contents only when the number of matches between the parameters in the set of parameters and the preference characteristics in the user profile is at least a sufficient number to classify the user as a member of a target group of the at least one content, the match signal indicating that at least a sufficient number of matches were determined~~of the parameters match preference characteristics in the user profile~~.

2.   (Currently Amended)   The method of Claim 1, wherein the sufficient number indicates a minimum number of matches ~~required to generate a report~~.

3.   (Currently Amended)   The method of Claim 1, wherein the sufficient number indicates a minimum percentage of matches ~~required to generate a report~~.

4.   (Original)   The method of Claim 1, wherein at least one of the parameters indicates that one or more selected parameters have more weight than other parameters.

5.   (Currently Amended)   The method of Claim 1, further comprising selectively sending the <u>at least one</u> content represented by the match <u>signal</u> to the user.

6.   (Currently Amended)   The method of Claim 5, further comprising receiving the <u>at least one</u> content at the user location.

7.   (Currently Amended)   The method of Claim 6, further comprising storing the <u>at least one</u> content at the user location for deferred presentation to the user.

8.   (Currently Amended)   The method of Claim 5, wherein the set of parameters represents a solicitation for a predetermined content and wherein the <u>predetermined</u> content is sent when a match <u>signal</u> has been <u>transmitted</u><s>reported</s>.

9.   (Currently Amended)   The method of Claim 1, wherein receiving the set of parameters includes receiving the <u>at least one</u> content defined by the set of parameters.

10.   (Currently Amended)   The method of Claim 9, wherein <u>the</u><s>reporting a</s> match <u>signal</u> represents an acknowledgement that the user is likely to view the content.

11.   (Currently Amended)   The method of Claim 1, wherein the <u>at least one</u> content is an advertisement.

12.   (Currently Amended)   The method of Claim 1, wherein the <u>at least one</u> content has a predetermined format selected from a group consisting of text files, image files, audio files and video files.

13.   (Currently Amended)   A method of selecting content for presentation to a user at a user location, the content transmitted to the user location from a source of contents, the method comprising:

creating a user profile based upon a plurality of inputs by a user, the user profile representing preference characteristics of the user;

maintaining the user profile at the user location <s>such that the user profile is inaccessible by the source of contents</s>;

receiving at the user location a set of parameters defined for at least one content, <u>the set of parameters defining target groups of users to whom the at least one content is likely to be of interest,</u> the set of parameters originating from the source of contents;

correlating the user profile at the user location with the set of parameters to determine <u>a number of matches between</u><s>whether</s> parameters in the set of parameters <u>and</u><s>match</s> preference characteristics in the user profile;

generating a match signal <u>only</u> when <u>the number of matches between the parameters in the set of parameters and the preference characteristics in the user profile is at least</u> a sufficient number <u>to classify the user as a member of a target group of the at least one content, the match signal indicating that at least a sufficient number of matches were determined</u><s>of the parameters match preference characteristics in the user profile</s>; and

sending the match signal from the user location to the source of contents.

14.   (Currently Amended)   The method of Claim 13, wherein the source of contents stores the <u>at least one</u> content defined by the set of parameters for selectively sending to the user location upon receipt of the match signal.

15.   (Currently Amended)   The method of Claim 13, further comprising receiving the <u>at least one</u> content at the user location.

16.   (Currently Amended)   The method of Claim 14, further comprising storing the <u>at least one</u> content at the user location for deferred presentation to the user.

17.   (Currently Amended)   The method of Claim 13, wherein the sufficient number indicates a minimum number of matches <s>required to generate a report</s>.

18.   (Currently Amended)   The method of Claim 13, wherein .the sufficient number indicates a minimum percentage of matches <s>required to generate a report</s>.

19.   (Previously Presented)   The method of Claim 13, wherein at least one of the parameters indicates that one or more selected parameters have more weight than other parameters.

20.   (Currently Amended)   The method of Claim 13, wherein the set of parameters represents a solicitation for a predetermined content and wherein the <u>predetermined</u> content is sent when the source of contents receives a match signal.

21.   (Currently Amended)   The method of Claim 13, wherein receiving the set of parameters includes receiving the <u>at least one</u> content defined by the set of parameters.

22.   (Currently Amended)   The method of Claim 21, wherein sending [[a]]<u>the</u> match signal represents an acknowledgement that the user is likely to view the content.

23.   (Currently Amended)   The method of Claim 13, wherein the <u>at least one</u> content is an advertisement.

24.   (Currently Amended)   The method of Claim 13, wherein the <u>at least one</u> content has a predetermined format selected from a group consisting of text files, image files, audio files and video files.

25.   (Currently Amended)   A system for receiving and presenting content at a user location, the content transmitted to the user location from a source of contents, the system comprising:

a profiling agent configured to create a user profile based upon a plurality of inputs by a user, the user profile representing preference characteristics of the user;

a storage device coupled to the profiling agent and configured to store the user profile;

a receiver configured to receive a set of parameters defined for at least one content, <u>the set of parameters defining target groups of users to whom the at least one content is likely to be of interest,</u> the set of parameters originating from the source of contents;

a processing module coupled to the receiver and the storage device, the processing module configured to correlate the user profile with the set of parameters to determine <u>a</u> <u>number of matches between</u>~~whether~~ parameters in the set of parameters <u>and</u>~~match~~ preference characteristics in the user profile, and to generate a match signal <u>only</u> when <u>the</u> <u>number of matches between the parameters in the set of parameters and the preference</u> <u>characteristics in the user profile is at least</u> a sufficient number <u>to classify the user as a</u> <u>member of a target group of the at least one content, the match signal indicating that at</u> <u>least a sufficient number of matches were determined</u>~~of the parameters match preference~~ ~~characteristics in the user profile, and wherein the processing module is configured to~~ ~~maintain the user profile to be inaccessible to the source of contents~~; and

a transmitter coupled to the processing module and configured to send the match signal to the source of contents which stores the <u>at least one</u> content defined by the set of parameters.

26.   (Previously Presented)   The system of Claim 25, wherein the storage device is configured to further store the set of parameters.

27.   (Previously Presented)   The system of Claim 25, wherein the receiver is configured to further receive a content sent by the source of contents.

28. (Previously Presented) The system of Claim 25, wherein at least the profiling agent and the storage device are part of a digital video recorder.

29. (Previously Presented) The system of Claim 28, wherein the digital video recorder further includes the receiver and the processing module.

30. (Currently Amended) The system of Claim 25, further comprising an output device to present the at least one content to the user.

31. (New) The method of Claim 1, wherein the match signal indicates only that at least a sufficient number of matches were determined.

32. (New) The method of Claim 13, wherein the match signal indicates only that at least a sufficient number of matches were determined.

33. (New) The system of Claim 25, wherein the match signal indicates only that at least a sufficient number of matches were determined.